

Press Release

Exhibition Road turns into a breathing, living art gallery

motiroti: priceless
Public launch event
Friday 11 August, 9 pm, Admission Free

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motiroti's new multi-site arts project **Priceless** is led by the Serpentine Gallery in collaboration with the Exhibition Road Cultural Group and Platform for Art. It opens with a spectacular event in collaboration with London's most prestigious cultural institutions, and features large-scale projections on historical buildings, mobile audio visual exhibitions housed in futuristic bamboo structures, adorned with plants, a buskers orchestra of 12 instrumentalists from around the world and a Georgian choir.

Priceless will run from 7 to 27 August, showcasing audiovisual portraits in conjunction with objects of special value, mobile exhibitions on the street, graphic installations and guided walks led by artists, from the Serpentine Gallery to South Kensington Underground foot tunnel through Exhibition Road.

International arts organisation **motiroti** has worked collaboratively with renowned artists, 9 partner cultural institutions and over 350 people who live or work in the area. The institutions were asked to select something of great value or importance, and local groups were invited to roadshows in which they were also asked to share their own special objects and stories, inspired by the institutions' choices. **motiroti** and its key collaborating artists have transcended the beauty and uniqueness of the people's personal stories to create a multi-layered artwork, in which the voices of individuals and institutions merge in unexpected ways.

An extraordinary combination of multimedia art, prestigious museum collections and secret archives.

The institutions selected, among others, the **provisions list from Harrods for Scott's National Antarctic Expedition, 1901 – 1904** (Royal Geographical Society with IBG); **South Kensington station and its staff** (Platform for Art); the **Science Museum's Ships gallery**.

Notes to Editor

- **motiroti priceless**
Monday 7 – Sunday 27 August 2006
10am – 5pm, Admission Free
On, around and beneath Exhibition Road, South Kensington, London SW7
Launch event starts at the Serpentine Gallery Pavilion at 7pm; on Exhibition Road 9pm
- **Artistic Credits**
Lead artists: Ali Zaidi, Artistic Director; **Daniel Saul**, Video; **Poulomi Desai**, Sound and Music
Eugene Skeef, Live Music Programmer
- **motiroti** is an internationally acclaimed and award winning arts organisation led by Artistic Director Ali Zaidi. Progressing ideas on identity, **motiroti's** work is led by participation, new technology and design. Working with a range of collaborators within visual and live art, multi-media and socially engaged practice, **motiroti** deliberately blurs art-form specialism to encourage cross-disciplinary and cross-cultural dialogues.

- Poulomi Desai, Sound and Music**
 Poulomi is an artist/ activist using a range of technologies as her tools for performative, textual, photographic and acoustic explorations and expositions. For over 20 years, she has exhibited and performed internationally in clubs, street corners, galleries, libraries, community centres, and museums. Her constant desire is to expose hidden stories and ideas regardless of being unfashionable working directly with people in communities that don't just serve as audiences but participate and collaborate on projects. Her work has been published by Phaidon and Millivres Press. See www.usurp.org.uk for further information.
- Daniel Saul, Video**
 Daniel is a painter turned filmmaker, directing and producing unusual hybrid films for television, cinemas, galleries and festivals nationally and internationally. At the core of his practice is a devotion to storytelling, portraiture through personal biographies and a fascination with the ever shifting complexity of cultural dynamics.
- Eugene Skeef, Live Music Programmer**
 Eugene is a South African born percussionist, composer, poet, educationalist and animateur. He also works in conflict resolution, acts as a consultant on cultural development, teaches creative leadership and is a broadcaster. Eugene is at the forefront of the contemporary music scene, collaborating with innovative artists.
- Funders**
 Sponsored by Bloomberg; supported by Arts Council England Lottery Funding; kind assistance from The Borough of Kensington and Chelsea, City of Westminster and TimeOut Park Nights.
- Participating Exhibition Road Cultural Group partners**
 Goethe Institut, Imperial College London, Natural History Museum, Platform for Art, Royal Borough of Kensington and Chelsea, Royal College of Art, Royal Geographical Society with IBG, Royal Parks, Science Museum, Serpentine Gallery, V&A and Westminster City Council.
- Free guided tours led by artists**
 Saturday 12, 19 and 26 August; at 11am, 12pm, 2pm, 3pm. Duration 90 mins
 Departing from the Serpentine Gallery Lobby Desk; places limited, no booking necessary.
- Further credits, list of musicians, images and leaflet are available on request.**
- More information available on www.motiroti.com**

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